

Message Text

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PAGE 01 MELBOU 00045 070524Z
ACTION EA-09

INFO OCT-01 ISO-00 /010 W
-----070528Z 099620 /13

P 070412Z JAN 76
FM AMCONSUL MELBOURNE
TO SECSTATE WASHDC PRIORITY 3715
AMEMBASSY CANBERRA PRIORITY

UNCLAS MELBOURNE 0045

FOR EA/ANP - SQUIRE

E O 11652 N A
TAGS EINV, BTRA, AS
SUBJ: CONSUL GENERAL'S MESSAGE FOR "BUSINESS WEEK" VICTORIA
SUPPLEMEN
T

REF MELBOURNE 2461

1. IF EMBASSY AND DEPT PERCEIVE NO OBJECTION, REQUEST
DEPT PASS FOLLOWING TEXT TO EDWARD HAGGERTY,
EXECUTIVE VICE PRESIDENT, SYDNEY MORRELL AND CO, INC, 152
EAST 78TH STREET, NEW YORK, NY 10021 (TEL 212-249-7255),
FOR INCLUSION IN "BUSINESS WEEK" MAGAZINE'S SPECIAL SUPPLEMENT
ON VICTORIA (REFTEL).

2. TEXT BEGINS: IT IS A PLEASURE AS WELL AS AN HONOR TO BE
INVITED, AS THE AMERICAN GOVERNMENT'S CONSULAR REPRESENTATIVE
IN THE STATE OF VICTORIA, TO ADDRESS THE READERS OF BUSINESS
WEEK WHILE THE PREMIER OF VICTORIA, THE HON RUPERT J. HAMER,
IS LEADING THE VICTORIA TRADE AND INVESTMENT MISSION TO THE U.S.
VICTORIA IS KNOWN AS AUSTRALIA'S "GARDEN STATE." A FEW
YEARS AGO ANOTHER LEADING AMERICAN PUBLICATION PORTRAYED
IT AS "AUSTRALIA'S PACESETTER STATE." THE THOUSANDS OF
AMERICANS LIVING WITHIN VICTORIA'S BOUNDARIES WOULD AGREE
THAT THESE TWO NICKNAMES ARE WELL DESERVED.

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THEY CONJURE UP AN IMAGE OF A DYNAMIC, DEVELOPING REGION OF
GREAT CHARM AND NATURAL BEAUTY. ALTHOUGH VICTORIA IS THE SMALLEST
STATE ON AUSTRALIA'S MAINLAND (87,884 SQ MILES), IT SUPPORTS MORE
THAN
A QUARTER OF AUSTRALIA'S 13.5 MILLION POPULATION. ITS FACTORIES

PRODUCE ABOUT ONE-THIRD OF THE COUNTRY'S MANUFACTURED GOODS, WHILE ITS FARMS, ORCHARDS AND PASTURES ACCOUNT FOR ABOUT ONE-FOURTH OF THE NATION'S AGRICULTURAL PRODUCT. THE PHYSICAL SCENERY RUNS THE FULL GAMUT FROM SKI-RESORT MOUNTAINS TO MILES OF BEAUTIFUL CALIFORNIA-STYLE BEACHES. THE CULTURAL SCENE IS EQUALLY CAPTIVATING; MELBOURNE, VICTORIA'S STATE CAPITAL AND AUSTRALIA'S FINANCIAL CENTER, IS ALSO AN ART AND MUSIC CENTER OF GREAT DIVERSITY AND INTEREST. MELBOURNE WITH A POPULATION OF NEARLY THREE MILLION IS ALSO AN EDUCATIONAL AND MEDICAL CENTER OF WORLD STATURE. THE 12,000 AMERICANS LIVING IN VICTORIA (INCLUDING SOME 2000 U.S. TEACHERS IN VICTORIA'S PUBLIC SCHOOLS) FIND IT A CONGENIAL, HEALTHY AND HAPPY PLACE TO LIVE.

WITH ITS FIRST-CLASS INTERNATIONAL AIRPORT CONNNECTING IT TO MAJOR PACIFIC REGION AND WORLD CAPITALS WITH FREQUENT SERVICES, MELBOURNE HAS PROVEN TO BE AN IDEAL SITE FOR THE REGIONAL OR AUSTRALIAN HEAD OFFICES OF MANY LEADING U.S. COMPANIES. THE STATE'S LONG-STANDING POLICY OF WELCOMING AND ENCOURAGING FOREIGN PRIVATE INVESTMENT HAS LED TO THE ESTABLISHMENT OF AMERICAN-FINANCED FACTORIES IN MELBOURNE, GEELONG, BALLARAT AND SEVERAL COUNTRY AREAS. THE STATE'S IMAGINATIVE AND ENERGETIC DECENTRALIZATION POLICY, AIMED AT SPREADING INDUSTRY AND POPULATION INTO ITS COUNTRY AREAS, PROVIDES A VARIETY OF FINANCIAL INCENTIVES AND CONCESSIONS TO APPROVED INDUSTRIES WHO SEEK TO LOCATE AWAY FROM THE CAPITAL ITSELF.

ALL IN ALL, VICTORIA HAS ATTRACTED MUCH AMERICAN MANUFACTURING INVESTMENT IN THE PAST. WITH ITS VAST ENERGY RESOURCES, ITS FORESTS AND FARMS AND A SKILLED, EDUCATED WORKFORCE, IT HAS MUCH TO OFFER TO OTHER INTERESTED AMERICAN INVESTORS AND

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IS WELL WORTH A GOOD SERIOUS LOOK BY THOSE WHO ARE THINKING OF EXPANDING THEIR OVERSEAS OPERATIONS. END OF TEXT.
SIGNED ROBERT A BRAND, AMERICAN CONSUL GENERAL.
BRAND

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*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

Message Attributes

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Disposition Comment:
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